

Federal Trade Commission Background

- FTC is an independent agency
- Consumer protection and competition mandate
- Law enforcement actions against companies
- Policy work
 - public workshops, Congressional testimony, consumer education, and guidance to business

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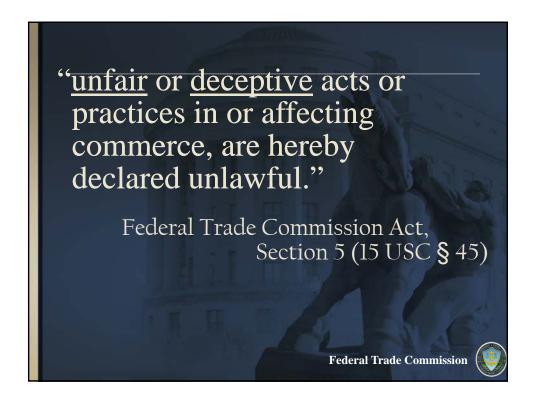


Federal Trade Commission **Background on Consumer Protection**

- Not generally industry/sector specific
 - Unlike Department of Energy
 - Unlike state utility regulators
 - Not a privacy-only agency
 - Focus includes data-security, fraud, general advertising and marketing, and other business practices
 - Some specific rules- children online, telemarketing
 - Privacy has been a key consumer protection priority

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Privacy Roundtables (workshops)

- Three public roundtables 2009-2010 to explore privacy in light of new technologies, including social media, and existing legal approach
- Resulted in a preliminary staff report



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Privacy Roundtable Themes

- Increased collection and use of consumer data
- Lack of understanding and informed consent
- Consumers are interested in privacy
- Benefits of data collection and use
- Decreasing relevance of the distinction between Personally Identifiable Information (PII) and some other information

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Privacy Report: Privacy Framework

- Issued Final Report, March 2012.
- Applies to commercial entities collecting an using data that can be reasonably linked to a specific consumer, computer, or device
 - Some exceptions, such as small amounts of data
- Best practices for industry- not a rule or law.

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Privacy Report : Privacy Framework

- Key elements:
 - Privacy by Design
 - Simplified Choice
 - Greater Transparency
- Based on FIPPs.

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Privacy Report : Privacy Framework Privacy by Design Substantive principles- examples Security Limitations on collection Accuracy requirements Procedural measures- examples Employee training Risk assessment Federal Trade Commission

